IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application:

1. (Currently Amended) A method for classifying consumers in clusters, comprising:

generating a plurality of classification trees based on behavioral and demographic data for a set of consumers, each of said classification trees producing a consumer cluster set having a plurality of consumer clusters; and

searching said consumer cluster sets for an optimal consumer cluster set that optimizes a measure of the behavioral and demographic data, said optimal consumer cluster set having a plurality of ~~optimal~~ consumer clusters,

wherein each consumer in the set of consumers is included in only one of the consumer clusters in ~~each~~ the optimal consumer cluster set,

wherein consumers in each ~~optimal~~ consumer cluster of said plurality of ~~optimal~~ consumer clusters in the optimal consumer cluster set have substantially similar behavioral and demographic characteristics to each other and different behavioral or demographic characteristics from consumers in all other ~~optimal~~ consumer clusters of said plurality of ~~optimal~~ consumer clusters in the optimal consumer cluster set.

2. (Previously Amended) The method of classifying consumers according to Claim 1, wherein said classification trees use Zhang's methodology.

3. (Previously Amended) The method of classifying consumers according to Claim 1, wherein said searching uses a partitioning program.

4. (Currently Amended) A segmentation system for classifying consumers in clusters, comprising:

means for generating a plurality of classification trees based on behavioral and demographic data for a set of consumers, each of said classification trees producing a consumer cluster set having a plurality of consumer clusters; and

means for searching said consumer cluster sets for an optimal consumer cluster set that optimizes a measure of the behavioral and demographic data, said optimal consumer cluster set having a plurality of ~~optimal~~ consumer clusters,

wherein each consumer in the set of consumers is included in only one of the consumer clusters in ~~each~~ the optimal consumer cluster set,

wherein consumers in each ~~optimal~~ consumer cluster of said plurality of ~~optimal~~ consumer clusters in the optimal consumer cluster set have substantially similar behavioral and demographic characteristics to each other and different behavioral or demographic characteristics from consumers in all other ~~optimal~~ consumer clusters of said plurality of ~~optimal~~ consumer clusters in the optimal consumer cluster set.

5. (Previously Amended) The segmentation system according to Claim 4, wherein said classification trees use Zhang's methodology.

6. (Previously Amended) The segmentation system according to Claim 4, wherein said means for searching uses a partitioning program.

7. (Currently Amended) A segmentation system for classifying consumers in clusters, comprising:

a partitioning module adapted to create classification trees to define consumer cluster sets based on behavioral and demographic data for a set of consumers, each consumer cluster set having a plurality of consumer clusters;

a profile definitions module for supplying profile definitions data to said partitioning module; and

a cluster assignments module for storing the consumer cluster sets generated by said partitioning module,

~~wherein each consumer in the set of consumers is included in only one of the consumer clusters in each consumer cluster set,~~

wherein said partitioning module generates an optimal classification tree that optimizes a measure of the behavioral and demographic data resulting in an optimal consumer cluster set having a plurality of ~~optimal~~ consumer clusters with consumers in each ~~optimal~~ consumer cluster of said plurality of ~~optimal~~ consumer clusters in the optimal consumer cluster set having a substantial similar behavioral and demographic characteristics to each other and different behavioral and demographic characteristics from consumers in all other ~~optimal~~ consumer clusters of said plurality of ~~optimal~~ consumer clusters in the optimal consumer cluster set.

wherein each consumer in the set of consumers is included in only one of the consumer clusters in the optimal consumer cluster set.

8. (Original) The segmentation system according to Claim 7, further comprising:

a summarization module adapted to generate summary data, said summary data being a summarization of data contained in said cluster assignments module; and

a summary data module adapted to store said summary data.

9. (Original) The segmentation system according to Claim 7, wherein said profile definition module comprises a database.

10. (Original) The segmentation system according to Claim 7, wherein said profile data module comprises an electronic file.

11. (Original) The segmentation system according to Claim 7, wherein said segment definitions module comprises a dbase file.

12. (Original) The segmentation system according to Claim 7, wherein said cluster assignments module comprises a dbase table.

13. (Original) The segmentation system according to Claim 7, wherein said partitioning module uses Zhang's methodology to create classification trees.